

10/03/2006 19:02 818-885-5750

DEFRANK

PAGE 01

**OCT 03 2006**

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

**PATENT APPLICATION**

ATTORNEY DOCKET NO. 10008157-1

**IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s): Cherry et al.

Confirmation No.: 6963

Application No.: 09/872,226

Examiner: M. Bekerman

Filing Date: June 1, 2001

Group Art Unit: 3622

Title: CUSTOMIZED ADVERTISING METHODS FOR PERSONAL MEDIA SERVICES

Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- |                                 |  |
|---------------------------------|--|
| (X) Response/Amendment          | ( ) Petition to extend time to respond |
| ( ) New fee as calculated below | ( ) Supplemental Declaration           |
| (X) No additional fee           |  |
| ( ) Other: _____                | (fee \$ _____)                         |

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	24	MINUS	24	= 0	x \$50	\$ 0
INDEP. CLAIMS	4	MINUS	4	= 0	x \$200	\$ 0
[ ] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

(X) I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile number (571) 273-8300 on Oct. 3, 2006  
Number of pages: 13  
Typed Name: Edmond A. DeFrank  
Signature: [Signature]

Cherry et al.

By [Signature]

Edmond A. DeFrank

Attorney/Agent for Applicant(s)  
Reg. No. 37,814

Date: Oct. 3, 2006

Telephone No.: (818) 885-1575

OCT 03 2006

Serial No.: 09/872,226  
Attorney Docket No.: 10008157-1**CERTIFICATE OF TRANSMISSION**

I hereby certify that this paper and every paper referred to therein as being transmitted  
via facsimile to: (571) 273-8300 Commissioner for Patents, P.O. Box 1450  
Alexandria, VA 22313-1450,

on October 3, 2006 (Date of Deposit) 13 (No. of pages)By Edmond A. DeFrank  
By  
Signature**PATENT**

Attorney Docket No: 10008157-1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**In re the Application of:  
Cherry et al.

Serial No.: 09/872,226

Group Art Unit: 3622

Filed: June 1, 2001

Examiner: M. Beckerman

For: **CUSTOMIZED ADVERTISING METHODS FOR PERSONAL MEDIA  
SERVICES**

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**AMENDMENT**Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 3, 2006, please amend the above-  
identified application as follows:

**Amendments to the Claims** are reflected in the listing of the claims which begins on  
page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.